

## IN THE CLAIMS

Please amend the claims as follows:

1. (Currently Amended) A computer readable medium including instructions stored thereon ~~Software~~ for use on a client device that is configured for communications with at least one remote source of advertisements via a communications network, the computer readable medium comprising:

instructions for downloading an advertisement ~~download function that downloads~~ advertisements from the at least one remote source, during one or more advertisement download sessions;

instructions for storing an advertisement ~~storage function that stores~~ the downloaded advertisements on a storage medium associated with the client device;

instructions for displaying an advertisement ~~display function that effects display of~~ at least selected ones of the stored advertisements on a display associated with the client device while use of a program;

instructions for compiling an audit ~~function that compiles~~ audit data including software program ~~usage data reflecting usage of the software program~~ by the user during a prescribed audit interval;

instructions for transmitting an audit data ~~transmit function that transmits~~ the audit data to a prescribed server system, ~~wherein:~~

~~the audit data transmit function generates a send audit data display window that requests the user's permission to transmit the audit data to the prescribed server system; and~~

~~the audit data transmit function transmits the audit data only in response to a user's grant of permission to do so; and~~

instructions for restricting access to the program based on the audit data.

2. (Currently Amended) The computer readable medium of ~~software as set forth in~~ Claim 1, wherein the audit data is maintained as a log that is rotated at prescribed rollover intervals.

3. (Currently Amended) The computer readable medium of ~~software as set forth in~~ Claim 2, wherein the prescribed rollover intervals correspond to the prescribed audit intervals.

4. (Currently Amended) The computer readable medium of software as set forth in Claim 1, wherein the audit data transmit function is activated in response to a send audit data request transmitted by the prescribed server system.

5. (Currently Amended) The computer readable medium of software as set forth in Claim 4, wherein:

the prescribed server system includes an auditing manager function; and

the auditing manager function generates the send audit data request in accordance with a client auditing policy under which send audit data requests are transmitted to a statistical sampling of a population of client devices, at prescribed times.

6. (Currently Amended) The computer readable medium of software as set forth in Claim 4, wherein:

the prescribed server system includes an auditing manager function; and

the auditing manager function generates the send audit data request in accordance with a client auditing policy under which send audit data requests are transmitted to random ones of a population of client devices, at prescribed times.

7. (Currently Amended) The computer readable medium of software as set forth in Claim 1, wherein the audit data further includes features of the software used by the user during the prescribed audit interval.

8. (Currently Amended) The computer readable medium of software as set forth in Claim 1, wherein the audit data further includes user demographic data.

9. (Currently Amended) The computer readable medium of software as set forth in Claim 1, wherein the audit data further includes features of the software used by the user during the prescribed audit interval.

10. (Currently Amended) The computer readable medium of software ~~as set forth in~~ Claim 1, wherein the audit data further includes settings selected by the user during the prescribed audit interval.

11. (Currently Amended) The computer readable medium of software ~~as set forth in~~ Claim 1, further comprising instructions for generating a custom installer function ~~that generates~~ a distributor identifier that identifies a distributor that distributed the software program for use on the client device.

12. (Currently Amended) The computer readable medium of software ~~as set forth in~~ Claim 11 ~~[[12]]~~, wherein the audit data further includes the distributor identifier.

13. (Currently Amended) The computer readable medium of software ~~as set forth in~~ Claim 1, wherein the audit data further includes ad-related statistical data relating to the downloaded advertisements.

14. (Currently Amended) The computer readable medium of software ~~as set forth in~~ Claim 13, wherein the ad-related statistical data includes display event-related data regarding advertisements that were displayed during the prescribed audit interval.

15. (Currently Amended) The computer readable medium of software ~~as set forth in~~ Claim 13, wherein the ad-related statistical data facilitates analysis of the effectiveness of the software regarding presentation of advertisements to the user.

16. (Currently Amended) The computer readable medium of software ~~as set forth in~~ Claim 14, wherein the display event-related data includes display time data for advertisements that were displayed during the prescribed audit interval.

17. (Currently Amended) The computer readable medium of software ~~as set forth in~~ Claim 14, wherein the ad-related statistical data further includes clickthrough data regarding each advertisement that was clicked on by the user during the prescribed audit interval.

18. (Currently Amended) The computer readable medium of software as set forth in Claim 13, wherein the ad-related statistical data includes clickthrough data regarding each advertisement that was clicked on by the user during the prescribed audit interval.

19. (Currently Amended) The computer readable medium of software as set forth in Claim 1, wherein the prescribed server system and the at least one remote source are components of an advertisement distribution server system.

20. (Canceled)

21. (Canceled)

22. (Currently Amended) The computer readable medium of software as set forth in Claim 1, wherein the communications network is the Internet.

23.-58 (Canceled)